

RM-10803

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J. LEE LLOYD  
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FOUNDED 1897

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JAN - 9 2004

Federal Communications Commission  
Office of the Secretary

JAN 9 2004

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NOV - 4 2003

Federal Communications Commission  
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WASHINGTON OFFICE  
601 PENNSYLVANIA AVENUE, NW  
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WASHINGTON, D.C. 20004

GREENSBORO OFFICE  
2000 RENAISSANCE PLAZA  
GREENSBORO NC 27401

GREENSBORO OFFICE  
2000 RENAISSANCE PLAZA  
GREENSBORO NC 27401

AUBREY L. BROOKS (1872-1958)  
W.H. HOLDENNESS (1890-1968)  
L.P. MCLENDON (1890-1968)  
KENNETH M. BRIM (1898-1974)  
C.T. LEONARD JR. (1929-1983)  
CLAUDE C. PIERCE (1913-1988)  
THORNTON H. BROOKS (1912-1988)  
G. NEIL DANIELS (1911-1997)  
HUBERT HUMPHREY (1928-2003)

L.P. MCLENDON JR.  
EDGAR B. FISHER JR.  
JAMES T. WILLIAMS JR.  
W. ERWIN FULLER JR.  
MADE H. HARGROVE  
M. DANIEL MCGINN  
MICHAEL D. MEKKER  
WILLIAM G. MCNARY  
EDWARD C. WINSLOW III  
HOWARD L. WILLIAMS  
GEORGE W. HOUSE  
WILLIAM F.H. CARY  
REID L. PHILLIPS  
ROBERT A. SINGER  
JOHN H. SMALL  
RANDALL A. UNDERWOOD  
S. LEIGH RODENBOUGH V.  
JILL R. WILSON  
MARC D. BISHOP  
JIM W. PHILLIPS JR.  
JEFFREY E. OLEYNIK  
MARK DAVIDSON  
JOHN W. ORMAND III  
ROBERT J. KING III  
V. RANDALL TINSLEY  
S. KYLE WOOLSEY  
FORREST W. CAMPBELL JR.  
MARCUS W. TRATHEN  
JEAN C. BROOKS  
JAMES C. ADAMS II

Mr. Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> St. S.W.  
Washington, DC 20554  
Dear Chairman Powell:

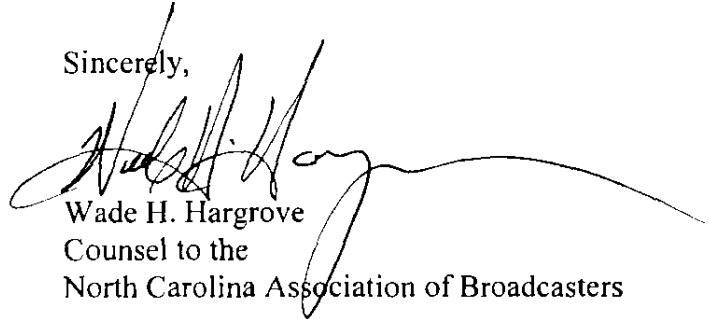
Congratulations on the success of the Commission's field hearing on "localism" in Charlotte. We were delighted that you selected North Carolina for the inaugural hearing and glad you gave local broadcasters in our state the opportunity to demonstrate their local public service stewardship.

We have submitted for the record of the hearing (under a separate transmittal letter) a collection of documents highlighting some of the public service activity of broadcasters throughout North Carolina. I have enclosed a short representative sample of those documents for your and other Commissioners' review, and I hope that you will refer to these documents as you continue to examine North Carolina broadcasters' commitment to local public service.

Mr Michael K. Powell  
November 3, 2003  
Page 2

It was a pleasure to have you, Commissioners Copps and Adelstein and the Commission's staff in North Carolina

Sincerely,

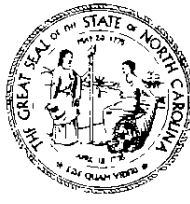
A handwritten signature in black ink, appearing to read "Wade H. Hargrove", with a long, sweeping horizontal line extending to the right.

Wade H. Hargrove  
Counsel to the  
North Carolina Association of Broadcasters

WHH/bp

Enclosure

cc Commissioner Kathleen Abernathy (w/enc.)  
Commissioner Michael Copps (w/enc )  
Commissioner Kevin Martin (w/enc )  
Commissioner Jonathan Adelstein (w/enc.)  
✓ Paul Gallant (w/enc.)  
Robert Ratcliff (w/enc.)  
Stacy Robinson Fuller (w/enc.)  
Jordan Goldstein (w/enc.)  
Catherine Bohigian (w/enc )  
Johanna Mikes (w/enc.)



**STATE OF NORTH CAROLINA**  
**OFFICE OF THE GOVERNOR**  
20301 MAH SERVICE CENTER • RALEIGH, NC 27699-0301

MICHAEL F. EASLEY  
GOVERNOR

October 21, 2003

Federal Communications Commission  
Localism Task Force  
Charlotte, NC

RE Comments to Localism Task Force at  
October 22, 2003, Meeting in Charlotte

Dear FCC Members:

I am writing to offer comments on the issue of localism in broadcasting.

As Governor, a former Attorney General and a former District Attorney in Brunswick County, I have seen first hand how North Carolina's broadcasters respond daily to the interests of the public in impressive ways. This includes excellent news and public affairs programming coverage of local issues, broadcasting thousands of public service announcements ("PSAs") annually on a variety of matters of concern to local communities and carrying telethons and other programming to benefit charities.

I especially applaud the efforts of North Carolina broadcasters during times of natural disaster. By broadcasting PSAs to raise money for disaster relief, our State's broadcasters are playing a major role in the recovery from Hurricane Isabel, which devastated much of eastern North Carolina in September. These current PSAs and those provided in the past at no charge by North Carolina broadcasters to help with disaster recovery in recent years would have a market value in the millions if purchased by advertisers.

The Isabel relief effort is only one in a long list of such efforts. A telethon/radiothon in October 1999, sponsored by the members of the North Carolina Association of Broadcasters raised over \$2.5 million for the Floyd Relief Fund, which was vital to efforts to provide assistance to North Carolina families devastated by the storm. In addition, dozens of broadcasters held local fundraising efforts for this cause. This was, by no means, an isolated event. North Carolina broadcasters also provide important local news coverage to warn people of impending disasters -- natural or otherwise and to help with recovery.



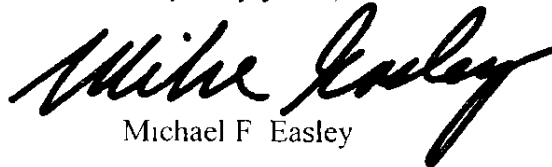
FCC Members  
Page 2  
October 21, 2003

As you consider the localism issue, I urge you to keep in mind the long-standing tradition of local public service that North Carolina's broadcasters have provided to their communities in this State.

Thank you for your consideration of these comments and for your concern for localism and the public interest stewardship of North Carolina radio and television broadcasters

With warm personal regards, I remain

Very truly yours,

A handwritten signature in black ink, appearing to read "Mike Easley", written in a cursive, flowing style. The signature is positioned above the printed name "Michael F Easley".

Michael F Easley

MFE/ASH/lc



## State of North Carolina

Roy Cooper  
Attorney General

October 21, 2003

Chairman Michael K. Powell  
Federal Communications Commissioners  
445 12th Street, SW  
Washington, DC 20554

Dear Chairman Powell and Members of the Commission:

I write to urge the members of the Federal Communications Commission to acknowledge the benefit provided to American consumers by the diverse, locally operated media outlets in North Carolina

Here in North Carolina, our broadcasters and other media firms provide benefit to viewers and listeners by offering different perspectives and points of view. Because broadcast television and radio remain the public's main source of news and entertainment, our airwaves provide a unique forum for democracy.

Broadcasters also provide many public service benefits to the people of North Carolina. For example, we are counting on North Carolina broadcasters and law enforcement to instantly notify the public when a child is abducted by using the North Carolina AMBER Alert system. In addition, broadcasters have joined us by contributing time for public service announcements warning consumers about identity theft and telling them how to stop unwanted telemarketing calls.

Thank you for your careful examination of the issues surrounding the proposed ownership limits, and for the opportunity to share our thoughts with you.

Very truly yours,

A handwritten signature in black ink, appearing to read "Roy Cooper", written in a cursive style.

Roy Cooper



# NEW HANOVER COUNTY

DEPARTMENT OF EMERGENCY MANAGEMENT

P.O. BOX 1525

20 NORTH FOURTH STREET

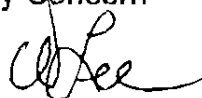
WILMINGTON, NORTH CAROLINA 28402-1525

TELEPHONE (910) 341-4300

FAX (910) 341-4299

## Memorandum

To: Whom it May Concern

From: Warren Lee 

Date: October 21, 2003

Ref: Emergency Operations and Media Relations

During my thirteen-year tenure in Emergency Management I have had many occasions to work hand-in-hand with the media, including print, radio and television, both from the local and national markets. It has been my practice to develop a close working relationship with the local media in each of the markets in which I've worked. This relationship has enabled me to have immediate and direct access to large segments of the general population at any given time. There have been numerous occasions when I needed to get emergency information out to large numbers of people and the local broadcast media met that need. Specific examples include warnings for localized flooding, hazardous materials emergencies, and potential tornadoes. The local print and broadcast media have also enabled me to get basic family preparedness information out to the population each year prior to the onset of hurricane season and winter.

I consider the media family to be an integral part of the Emergency Management team and value their cooperation and participation just as much as any other member of the team. Our jobs as emergency managers would be almost impossible without the media.



September 29, 2003

WITN TV  
P O Box 468 / Hwy 17S  
Washington, North Carolina 27889

Director of the Weather Department

I am writing to express my appreciation for the accurate reporting on Hurricane Isabel

I am the Executive Director of a 159 bed skilled nursing facility in Tarboro. Your reports helped us to be prepared for what could have been a deadly disaster. By knowing the tract and times most likely to be hit, we were able to have the needed staff at the most needed time.

This helped us to not only deliver the care needed for our patients but also to accommodate our staff to provide safety for them.

Again, thank you and your staff for concise and accurate reporting of the weather.

A handwritten signature in cursive script, appearing to read "Effie Webb".

Effie Webb  
Executive Director

EW/phs

HOSPICE OF MITCHELL COUNTY, INC  
284 HOSPITAL DRIVE, PO BOX 38  
SPRUCE PINE, NC 28777

Phone: (828) 765-5677

Fax: (828) 765-5680

E-mail: hospice1@mitchell.main.nc.us

## Telecopy Cover Sheet

Date: 070202 Fax: 682-6227 # Of Pages 1  
(Including this page)

To: Steve Murphy From: Clarice

### Message

I got brave yesterday + gave blood. In the process, my blood pressure dropped  $\downarrow$ ! So I had to lay for quite some time with my feet elevated higher than my head. During that time I overheard quite a few conversations. The Red Cross staff asked each person how they had learned about the blood drive. Over & over I heard the response... "They've been talking about it on the radio all day - at least every 1/2 hour."

Thank you for the great PR! The Red Cross had set a goal of 35 usable pints of blood, and they collected 37 pints.

#### Confidentiality Statement

The information contained in this facsimile message may be confidential and/or legally privileged. It is intended for the use of the individual or entity named. If the reader of this message is not the intended recipient, you are hereby notified that any use, dissemination, distribution, or copy of this telecopy is strictly prohibited. If you feel you have received this telecopy in error, please notify us immediately by phone at (828) 765-5677 and return the original message to us at the address above. Thank you.



STATE OF NORTH CAROLINA  
OFFICE OF THE GOVERNOR  
RALEIGH 27603-8001

JAMES B. HUNT JR.  
GOVERNOR

November 8, 1999

Mr. Mike Ward  
General Manager  
WNCN-TV  
1205 Front Street  
Raleigh, NC 27609

Dear Mike

Thank you for providing a satellite uplink truck during the Hurricane Floyd Relief Telethon on Sunday, October 3rd. As you know, the telethon raised an enormous amount of money for the victims of Hurricane Floyd.

Money from the NC Hurricane Floyd Relief Fund is already helping the people of Eastern North Carolina to get back on their feet and rebuild their communities. The fund is being administered by the United Way of North Carolina at no cost - meaning every cent donated will benefit storm victims directly.

Again, Mike, thank you for donating the satellite uplink truck. It really helped make the telethon a success.

My warmest personal regards

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Hunt".

James B. Hunt Jr.

JBH/acp



# OPERATION: SAFE Child

April 29, 2003

Mr. Phil Zachary  
Curtis Media Group  
3012 Highwoods Blvd  
Raleigh, NC 27604

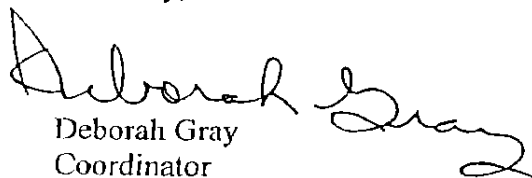
Dear Mr. Zachary:

Thank you for participating in "Operation Safe" child on Saturday, April 19, 2003. You helped make it a phenomenal success by promoting the event on all of your local radio stations. We digitally fingerprinted over 450 children. Parents and children alike took advantage of the free information ranging from poison prevention and swimming safety to ways to escape a potential abductor. Sheriff Donnie Harrison and his K-9, Thor, greeted children as Pluggie the robotic Fireplug answered a variety of fire safety questions. Misty Clymer, our current Miss North Carolina, and the North Carolina Pickle Princesses highlighted the day with a variety of song and dance routines.

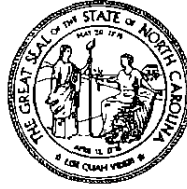
We greatly appreciate the live radio coverage provided by five Curtis Media Group stations: WPTF-680 AM, WQDR-94.7 FM, WWMY-102.9 FM, WYMY 96.9 FM, and WBBB-96.1 FM. Additionally, local television stations: WDVD-Channel 11, New Channel 14, and WLFL-22 covered the event on their 6:00pm and 11:00pm newscasts.

Thank you again for your generous support. The combined effort of community, law-enforcement, and media will help keep children in our area safe.

Sincerely,

  
Deborah Gray  
Coordinator

*Public File*



**North Carolina  
Department of Health and Human Services**

101 Blair Drive • Post Office Box 29526 • Raleigh, North Carolina 27626-0526  
(919) 733-4534 • Courier 56-20-00

James B. Hunt Jr., Governor

December 1, 1999

H. David Bruton, M.D., Secretary

Mr. Mike Ward, President  
NBC-Channel 17 News  
2619 Western Boulevard  
Raleigh, North Carolina 27606

Dear Mr. Ward:

Your station will never know the impact you had on certain parts of the community when faced with the impending news of Hurricane Floyd and its aftermath. Your program gave the best information and kept people who are deaf and many who are hard of hearing informed of the warnings, news updates, status reports and all other communications that happened before, during and after the disaster. Your station realized the importance of providing equal access to communication through real-time captioning, unfortunately, most television stations failed to implement such a simple provision. People who are deaf or hard of hearing have told us that they really appreciated the information broadcasted by your station. Such information helped them make informed decisions about where to go and what to do to protect themselves and their property.

Our Division commends your station on an outstanding job in reaching out to those who have been excluded in the past. Thank you for providing first rate data to a community so deserving of it.

Sincerely,

*George D. McCoy*  
George D. McCoy

cc: Kevin Earp, Chairman - NC Council for the Deaf and the Hard of Hearing  
Dave Binning, President - NC Association of the Deaf  
Wayne Giese, President NC Self Help for the Hard of Hearing



March  
of Dimes  
*Saving babies, together*

*March of Dimes  
Birth Defects Foundation*

*Eastern Carolina Division  
Triangle Branch  
4112 Pleasant Valley Road, Suite 208  
Raleigh, North Carolina 27612  
Telephone (919) 781-2481  
Fax (919) 781-2317  
Website [www.marchofdimes.citysearch.com](http://www.marchofdimes.citysearch.com)*

To Whom It May Concern.

This letter is written stating the work that WNCN (NBC 17) has done for the March of Dimes.

The relationship that the March of Dimes shares with NBC 17 has been growing the past few years thanks to the hard work of their promotions as well as on air talent. Their top two anchors, Bill Gaines and Sharon Delaney have been active honorary chairs with our events for the past couple of years.

In addition to their anchors serving as honorary chairs for our events, the news department has generously given time to our volunteers for our major fundraising event, WalkAmerica. They also covered our other major fundraising events. Their active participation has been key to raising public awareness for the March of Dimes.

The station also has aired our PSA's and other service announcements. They also covered our Prematurity Campaign Kick-Off event. This event was critical to the launch of our new 5-year, \$75 million Prematurity Campaign, and we were able to obtain the critical news coverage to create the buzz in the community that has this campaign working.

NBC 17 will also become an official WalkAmerica Media Sponsor starting in 2004. This deal includes running our PSA's during peak times and continued use of their anchors for the event. This sponsorship will help the March of Dimes obtain even greater notoriety in the Triangle area and throughout North Carolina.

Sincerely,

Matthew Rhodes  
Communications Coordinator



919 515 9736 (phone)  
919 515 9456 (fax)

April 19, 1999

Natalie McIver  
NBC-17  
1205 Front Street  
Raleigh, NC 27609

Dear Natalie,

Thank you very much for talking with our communication interns at NCSU this spring! Your continued interest and support has meant a great deal to our internship program and to me, personally. I know that you stay very busy with your work, and I appreciate the time and effort you put into developing the career potential of NCSU communication students, both through your sponsorship of internships and your presentations.

I'll look forward to working with you this summer and in your future endeavors. I'm disappointed to learn that you will not be producing the local interest show that has been so beneficial to our students, but I hope that you will remember us in whatever you undertake after TV; our interns always benefit from your mentoring.

Thank you again for your help and generosity!!!

Sincerely,

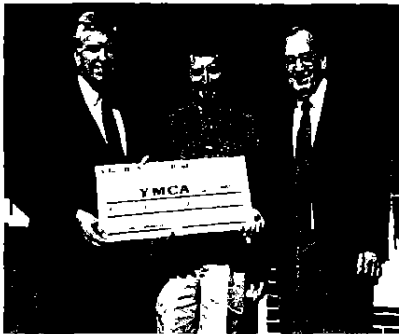
A handwritten signature in cursive script, appearing to read "Jill B. Heaton".

Jill B. Heaton



## "Y" Wednesday Update

Each Wednesday morning at 8:30, Gail Sewell of WBRM hosts the "Y Wednesday" show to keep the public informed on the campaign. She will continue the weekly show until we reach our campaign goal



John Cross (left), chairman of the bank board, and Fred Moody (right), the bank assistant vice president present a check for \$20,000 to Rankin

of \$1.5 million. Covered topics span a variety of subjects from how the Corpening Foundation began in McDowell County to YMCA activities and programs. The following is a short recap of some of our shows

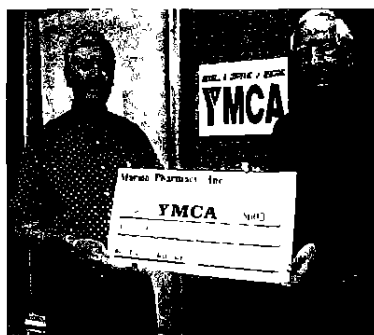
February 7<sup>th</sup> - Bill Greenlee, a distant relative of the Corpening family, grew up with Maxwell Jr. He discussed Max Jr's childhood and the summers they spent together

February 14<sup>th</sup> - Rev George Hutchins (a former trustee) and David Wooten (a current trustee), talked about the impact that the Corpening Foundation has had on individuals and families over the past 25 years

February 21<sup>st</sup> - Paul Vest, CEO of the Western North Carolina YMCA discussed programs and partnerships the YMCA can bring to the community.

February 28<sup>th</sup> - Dr. William Bell, Sr. grew up with a YMCA facility and gave a personal testimony about the positive impact the Y had on him.

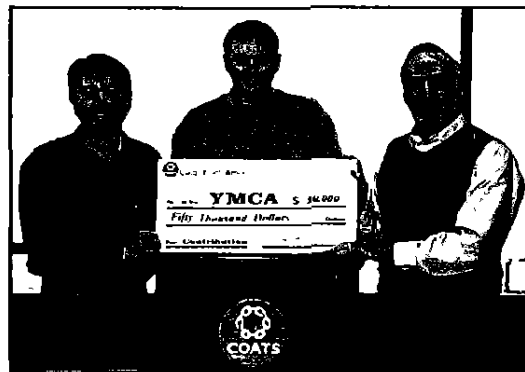
March 7<sup>th</sup> - Geoff Ollis, Assistant Coach, and Jackie White talked about the possibility of utilizing the pool for swim practice and meets for all of our local teams, eliminating hours of driving to and from other locations for practice each day.



Bill Howle (right) of Marion Pharmacy presents a check for \$5,000 to major gift chair, Robert Taylor (photo courtesy of the McDowell News)

together it will enhance all programs and provide unlimited opportunities for McDowell County.

March 21<sup>st</sup> - McDowell Economic



Kenny Greene (center), industrial relations manager, and Tom Borland (right), vice president of manufacturing presented a check for \$50,000 from Coats North America to Jed Rankin.

Development Association (MEDA) spoke on the impact the YMCA can have in our community. Chuck

Abernathy, Director, will be able to add the YMCA to manufacturer's benefit package lists as a drawing card. David Wooten, President, talked about the

economic benefit it can bring to our community

March 28<sup>th</sup> - Rita Wooten, Campaign Coordinator, gave an update on the campaign.

April 4<sup>th</sup> - Bill Hayes, president of Crane Resistoflex, discussed how the YMCA can be used to draw new employees into the community.



The Marion Rotary Club made a \$16,000 pledge to the YMCA. They called it the 4x4, \$4,000 for four years. At this point we had reached the \$161,000 mark.

Jan 5, 2003

So 2 Guys named Chris-mas,

I would like to say thank you for making it possible for my daughter to be able to have presents under the tree on Christmas morning. I was crying and depressed not knowing what to do to get my daughter some Christmas presents when the mailman walked up and I opened the door and got the mail in and I opened what I thought was just a Christmas card but to my surprise it was also a \$100.00 gift card. I couldn't have done it without your help. God bless you both. I listen to you guys every morning and love every minute of it. You keep me laughing alot. I hope someday I'll be able to help someone out when they need it like you helped me. Once again thank you so very much. Keep up the good work guys.

Thank you,  
Mary Barley



## NORTH CAROLINA ASSOCIATION OF BROADCASTERS

P.O. Box 627 • 150 Fayetteville Street Mall, Suite 1610 • Raleigh, NC 27602

PHONE (919) 821-7300 • FAX (919) 839-0304

E-MAIL [ncbroadcast@aol.com](mailto:ncbroadcast@aol.com) • Website [www.ncbroadcast.com](http://www.ncbroadcast.com)

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WITN-TV  
Washington

President-Elect  
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WIOZ WKQB  
Southern Pines

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Pinnacle Broadcasting  
New York, NY

Vice President  
for Television  
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WRAI-TV  
Raleigh

Secretary-Treasurer  
Don Curtis  
Curtis Media Group  
Raleigh

DIRECTORS  
Bruce Beasley  
Beasley Broadcast Group  
Ft. Myers, FL

Ron Becker  
WECT-TV  
Wilmington

Gary Brobst  
WSOC-WSSS  
Charlotte

Wayne Brown  
WGTN-WBAY-WPEG  
Charlotte

Hannah Gage  
WGNL-WMNX  
Wilmington

Gig Hilton  
WLXN-WWGL  
Lexington

Robert Holding  
WKFT-TV  
Fayetteville

Michael Pulitzer  
WXII  
Winston-Salem

Kim Fyle  
WMFR-WMAG-WHSL  
High Point

John Shreves  
JPC Television  
Charlotte

Omer Tomlinson  
WJIM  
Elkin

Carl Venters  
WROR-WMFD-WAHH  
Wilmington

PAST PRESIDENT  
Henry Hinton  
New East Communications  
Greenville

GENERAL COUNSEL  
Wade Hargrove  
Brooks, Pierce, McLendon  
Humphrey & Leonard  
Raleigh

COUNSEL  
Mark J. Prak  
Brooks, Pierce, McLendon  
Humphrey & Leonard  
Raleigh

EXECUTIVE MANAGER  
JoAnn Davis  
Raleigh

October 7, 1999

Mr. Michael Ward  
WNCN-TV  
1205 Front St.  
Raleigh, North Carolina 27609

Dear Michael,

We are writing to thank you for carrying the North Carolina Association of Broadcasters' statewide telethon/radiothon to raise money for victims of Hurricane Floyd. With your help, the event raised **over 2.3 million dollars** and counting (donations are still being tabulated)! The people of North Carolina are grateful for your support.

You and your broadcast colleagues all across the state—from the coast to the mountains—put their shoulders to the wheel to clear the program, and for that we are all very grateful. This is an unprecedented public service effort by the broadcast industry. What better way could we, as broadcasters, prove to the public and those in Washington who control our destiny that we are serving the needs of our area? Dozens of TV and radio stations all across the state—along with their advertising clients—made every accommodation to help their state and their communities at this very difficult time.

We very much appreciate your willingness to help.

Thank you for your support.

Sincerely,

Michael Weeks  
President

Wade Hargrove  
Executive Director—  
General Counsel



## Ebenezer Gardens Christian Children's Home

Jean Davis  
Executive Director  
P.O. Box 2777  
1006 Byrd Ridge Road  
North Wilkesboro NC 28659

Telephone (336) 667-5683  
Fax (336) 667-8634  
Email: egcch@pcshome.net

October 20, 2003  
3WC Radio  
PO Box 580  
Wilkesboro, NC 28697

Dear John and Allan:

On behalf of Ebenezer Gardens Christian Children's Home I would like to take this opportunity to thank you for your ongoing kindness to our ministry. Words could never express the gratitude we have in our hearts for all you have done for us. Since the beginning of Ebenezer in 1994, you have been a loyal friend to us. Your willingness to so faithfully give of your time to assist us in broadcasting the Share-a-Thon for us twice a year on the air means more than words could ever say. Through these events, we have raised close to \$1,000,000.00 for the sake of children in need. We are looking forward to the next Share-a-Thon in November as we once again spread the mission of Ebenezer on the airwaves and raise support for the fourth home on our property called Hope.

The kindness you have shown to Ebenezer has also opened many doors for our ministry that would have otherwise been impossible. We have made many contacts with other community supporters who have been able to use their talents to benefit the ministry of Ebenezer and the children who reside here. This is a blessing beyond measure.

Thank you once again for all you do for not only our ministry, but all those who are touched by your broadcast. May God's blessings be upon you always.

In His Service,

  
Jean Davis  
Executive Director

September 28, 1999

To NBC 17,

I was on the Red Team on Sunday that went to Rocky Mount. As I boarded the bus with the Red Sign, I joined with a group of eager younger volunteers - some of whom came from Chapel Hill. With buckets, gloves, and work apron, we were individuals on a bus to help clean up. By the time we returned to Raleigh, we were a tired, sobered, friendly, coordinated team.

I was moved by the compassion, concern, respect and dignity by which *my* Red Team conducted themselves and how hard we all worked. No one complained.

The owners of the two houses that we cleaned out were very appreciative of our help. In the mist of the trauma of having all their worldly possessions dumped on the curb, they were stoically regal. Numb with shock, perhaps. Our Red Team reacted to them with the highest respect and dignity.

I am proud that I was part this team - made up from different walks of life - that demonstrated their highest ideals of humanity and humility.

Also, I am very impressed by how quickly and how well organized NBC 17 was able to manage this operation.

Thank you again for making it possible that I, too, was there.

Yours truly,



Retha Jasper

## Curtis Media Group Partners with N.C. Children's Hospital to Create Medical Center's Biggest Fundraiser Ever

The N.C. Children's Hospital reached out to millions of people across the country on Nov. 20 in a live "radiothon" fundraiser. That day, crews from each of the 15 radio stations owned by Raleigh-based Curtis Media Group aired the radiothon from the Children's Hospital lobby. The radiothon, which started at 5 a.m. EST and continued until 1 a.m. on Nov. 21, was staged under the title, "Twenty Dollars for Twenty Hours." Listeners were asked to contribute \$20 each.

The Curtis stations alone, headed by UNC-Chapel Hill alumnus Don Curtis, reach more than 1 million listeners in central North Carolina. But the radiothon's reach extended far beyond the state's borders, thanks to the participation of Charlotte-based radio show hosts Bob Lacey and Sheri Lynch. Their "Bob & Sheri" morning program airs on 65 stations across the United States, including Curtis's Star FM 102.9/96.9 in Raleigh.

The radiothon also featured a live performance from the Children's Hospital stage by country vocal music group Diamond Rio. The popular sextet is a four-time winner of the Country Music Association's Vocal Group of the Year award.

The idea for the radiothon grew out of a realization by UNC Health Care staff, as construction of the Children's Hospital neared completion, that "we now had a physical structure to show, and that it was time to tell our story," said Lynn Wooten, assistant director of Public Affairs and Marketing.

"The Curtis Group has devoted nearly its entire staff to this for Nov. 20," Wooten said. "Their corporate commitment is extremely generous, and we really appreciate the extent to which they're willing to help the Children's Hospital."

Don Curtis said his company decided to get involved because of a deep commitment to the area. "We think that our listeners want to be a part of an overall community," he said. "We're sort of a conduit creating opportunities for the public to get involved."

Curtis Media wasn't sure at first they would throw their support into a fundraiser for the Children's Hospital. "We get requests like that all the time," he said, and the company wanted to make sure that the Children's Hospital was a proper focus for its philanthropic efforts. Then, 15 people from Curtis came to Chapel Hill for a tour of the Children's Hospital. "We learned up there that this really was the children's hospital for all the children of North Carolina," Curtis said. "No one was refused, no one was turned away, and they were really doing miracle work there. We came away with a genuine sense of humility and awe as to what they were accomplishing in Chapel Hill."



Jacob Lohr, M.D. '67 greets soccer phenomenon Carla Overbeck, right.



By 1 a.m., over \$183,000 had poured in through phone calls, the Internet and in-person giving. Generous contributors have continued making gifts and have written heart-tugging letters of appreciation.

## Stephens, Ginny

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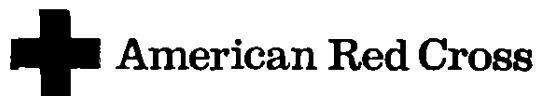
**From:** citizen@greedytv.org  
**Sent:** Wednesday, October 04, 2000 1:46 PM  
**To:** Sherman, Linda  
**Subject:** Thanks for your commitment to democracy

Dear WJZY

I want you to know that I support and appreciate your commitment to the public interest. By pledging to air at least five minutes a night of candidates discussing issues in the month before the Nov. 7 election, you are opening the airwaves to campaigns of issues and ideas, instead of just money and ads. Thank you for your leadership in pioneering a new kind of politics on television. This fall, I look forward to seeing the candidate segments on your station instead of the ads on your competitors' stations.

Sincerely,

GreedyTV.org



✓ CC: Monica Barnes  
PF

National Headquarters  
Washington, DC 20006

Elizabeth Dole  
President

January 30, 1997

Ms Emily Barr  
President & General Manager  
News Channel 11  
P.O. Box 2009  
Durham, NC 27702



Dear Ms. Barr.

As president of the American Red Cross, it is my privilege to witness how this organization eases suffering in so many ways. Helping the victims of disaster, teaching people skills that can save a life, addressing urgent needs in local communities, and supporting families in time of crisis, our dedicated Red Cross workers touch -- and enrich -- countless lives.

But I find other people equally inspirational -- generous donors like you who make possible all that the Red Cross can accomplish. Your trust in what we do and how we do it makes you a true partner in what we achieve.

On behalf of all who will benefit from your compassion, please accept my deepest thanks for your work with Kroger Food and Drug Stores and your joint gift of \$100,000.

With my warmest regards,

A handwritten signature in black ink that reads "Elizabeth Dole".

*Please note that in accordance with IRS regulations, we confirm that no goods or services were provided by the American Red Cross as part of this contribution*

cc. Mr. Ken Hammonds



## Big Brothers Big Sisters of the Central Piedmont

### Officers

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Chairman

Mark Baker  
Chair Elect

Denise Kemp  
Secretary

Mark Baker  
Treasurer

Robert Hoskins, Jr.  
Immediate Past Chair

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Reggie Barker  
Community Development

Mark Baker  
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Self-Employed

Mike Bridges  
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Leah Price  
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Prudential Realty

Peggy Shultz  
Media Placement Services

Robert Smith  
WorldCom

Shane Struts  
Fisher Clinical & Craig Army

Dan Williams  
ESC

Dr. Elliott Williams  
Carolina Anesthesiology

A Branch of the High Point YMCA



Little Moments, Big Magic!

Wendy Rivers, Executive Director  
wendy@highpointbbbs.org

200 North Main St  
PO Box 627  
High Point, NC 27261

T 336.882.4167

F 336.882.2043

www.highpointbbbs.org

January 22, 2003

Dick Broadcasting Co.  
Attn: Parker Collins  
One 92 E. Lewis Street  
Greensboro, NC 27406

Dear Parker:

I would like to thank you on behalf of Big Brothers Big Sisters and the 300 youth we serve each year. As you may know, we charge no fees for any of the services we provide for our youth. Through your generosity you help make it possible for us to continue our work in the community.

Again, thank you for supporting Big Brothers Big Sisters and our programs with a donation of \$75,000 in advertising time. You are helping shape the futures of our children. We really have noticed that the calls have picked up in the last few months. We hear the spots all the time and throughout the day and we appreciate it so much.

Sincerely,

Wendy Rivers  
Executive Director

Please use this letter for tax purposes. Big Brothers Big Sisters of the High Point YMCA is a tax exempt 501(c)(3) agency (no. 56-05300114).

Thanks Parker: You guys have  
been a tremendous asset to our  
volunteer recruitment!! We appreciate  
it more than you can ever know.  
Wendy





## FEDERAL EMERGENCY MANAGEMENT AGENCY

Disaster Field Office  
2021 Gardner Drive  
Wilmington, NC 28405

August 8, 1996

Melvin Bland  
WJCV-AM  
P O Drawer 1216  
Jacksonville, NC 28540

Dear Melvin,

Those of us here at the Federal Emergency Management Agency (FEMA) appreciate your role in the Hurricane Bertha recovery efforts. Through use of public service announcements and daily news updates on WJCV-AM, you have demonstrated your commitment in helping hurricane victims take the first step to recovery.

We are especially grateful for the half-hour interview program you provided to us. They were instrumental in our contacting and informing those affected by Bertha in Onslow and Carteret Counties.

So far, disaster assistance for individuals affected by Hurricane Bertha has reached \$1.3 million. We are grateful for the help and cooperation that you have given FEMA in spreading the word in your coverage area about available aid.

Again, thank you for taking the time to talk with FEMA representatives and more importantly, for passing on critical disaster relief information to your listeners.

Sincerely,

Win Henderson  
Public Information Officer

# WBRM

# RADIO AM 1250

Volume 1, Number 6

October 2003



## We Broadcast Reunion Messages

Schools churches  
communities families  
seems like everyone is having a  
reunion this time of year

**WBRM** can help you get the word  
out about your get-together!  
Whether you're asking for  
addresses or reminding pe  
register. Assigning what  
or inviting the public, dro  
information to the station  
us your announcement, an  
put it on our **Community  
Board** or **Church Calenc**

Speaking of reunions, do  
the McDowell High **Hom  
Parade** down Main Stree  
Marion at 5pm Thursday  
2<sup>nd</sup> and the **Homecoming**  
7 30 Friday night. **Octob**  
Titan Stadium

Also, Happy Reunion to the **MHS  
Class of 1973** on Saturday,  
**October 4<sup>th</sup>** and the **MHS Class of  
1983** on Saturday, **October 11<sup>th</sup>**.

from **Keep McDowell Beautiful's**  
**Lake James Clean-up--Big Sweep**  
**2003** Her once-a-year treat of a Little  
Debbie cake kept her going!

## Community Corner . . .

Who dropped by *Out and About* in September? **Mike Ornberg** and **Freddy Bradburn** stopped by to remind everyone about the last Friday Night Concert of the summer. New United Way Executive Director **Brian Price** and board vice-president **Allison Hollifield** kicked off United Way Wednesdays. **Al Reel** from the Marion Moose Family Center and **Perry Franklin** and **Linda Nichols** from the Marion Minimum Security Unit gave a preview of the Lake James clean-up. **Cheryl Mitchell** announced plans for the September 11<sup>th</sup> Memorial Ceremony. County Manager **Chuck Abernathy** gave us the "morning after" review of the County Commissioners meeting. McDowell County nurse **Gail Ellis** presented statistics on Juvenile Diabetes and its increase in our area. **Shirley Keith** and **Cheryl Hollifield** appealed for donations for the Foster Children's Fund auction. YMCA Family Services Director **Jeremy Austin** ran down the list of new Y programs for the fall. United Way Wednesday featured **Pat Davis**—now retired from Foothills Industries and serving as the Commercial Division chair. Marion City Manager **Bob Boyette** detailed the City Council meetings. **Donna Stevens** from Keep McDowell Beautiful "talked trash" about Big Sweep 2003. American Cancer Society Director **Jeff Bright** and volunteer **Sherry Metcalf** wrapped up the 2003 Relay for Life and announced plans for the 2004 Relay. New Family Services Executive Director **Megan Fields** introduced herself to the public. **Adrienne Thomsen** ran down the long list of items for the Newspaper in Education Auction. The Chief Two Trees salute was Mountain Gateway Museum **Sam Gray's** topic and McDowell High seniors **Hannah Ross** and **Sarah Plemmons** enthusiastically reported on Homecoming festivities.

In May 2003 we started a newsletter that we  
include in our bills each month. The  
"Community Corner" represent people who were  
interviewed on our public affairs program  
each month. This is a 30 minute program,  
devoted entirely to community affairs. It  
airs daily Monday through Friday, 8:30 to 9am. r

Old Fort Cemetery, 20<sup>th</sup>  
Pleasant Gardens Elem--week of Oct 27th  
School News Today sponsored by  
Jim Cook's  
Chevrolet, Buick, Pontiac, GMC



FORCE MANAGEMENT  
POLICY

ASSISTANT SECRETARY OF DEFENSE  
4000 DEFENSE PENTAGON  
WASHINGTON, D C 20301-4000



Ms. Natalie McGiver  
WNCN  
1205 Front St.  
Raleigh, NC 27609

6-October-2000

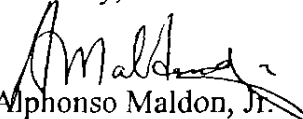
Dear Ms McGiver

I would like to take this opportunity to express my sincere appreciation for your support of the United States Armed Forces – Army, Navy, Air Force, Marine Corps, and Coast Guard – active, guard and reserve. As an all-volunteer organization, the Armed Forces seek to recruit over 200,000 young men and women from communities like yours every year. These seemingly ordinary young people perform extraordinary deeds on behalf of our great country. From the seas of Southwest Asia to the skies over Iraq and Korea and the streets of Kosovo, they are making a difference in the finest force for freedom the world has ever known.

Each time you broadcast our television public service announcement entitled, “TEENS,” you are helping to save taxpayer dollars while “making America stronger. one good kid at a time.” Your support of our recruiting efforts has made all the difference. In fact, for the first time since 1997, all Services expect to meet enlistment goals. Our big recruiting push is paying off, but we cannot relax yet.

Again, thank you for your support of military recruiting. I hope you will continue incorporating our important message into your telecasting schedule. If you need a different format of the PSA, please contact Lieutenant Jen Scott of the Joint Recruiting Advertising Program at (703) 696-5855.

Sincerely,

  
Alphonso Maldon, Jr.

